

## Message Text

UNCLASSIFIED

PAGE 01 MANILA 01191 280540Z

15

ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 RSC-01 /034 W

----- 059299

R 280401Z JAN 75

FM AMEMBASSY MANILA

TO SECSTATE WASHDC 0150

INFO AMEMBASSY SEOUL

AMEMBASSY TAIPEI

AMCONSULGEN HONG KONG

UNCLAS MANILA 1191

E.O. 11652: N/A

TAGS: BEXP, RP

SUBJ: POLLUTION CONTROL CATALOG SHOW: PRELIMINARY REPORT

1. POLLUTION CONTROL CATALOG HELD IN EMBASSY BALLROOM

MANILA FROM JAN. 24-24#, CONTAINED CATALOGS OF 176 U.S.

FIRMS. NUMBER OF VISITORS FROM MONDAY THROUGH FRIDAY

WERE 340, 350, 100, 77, AND 112 RESPECTIVELY, FOR

TOTAL OF 979.

2. OF VISITORS, 758 REGISTERED. OF 758, 63 WERE

STUDENTS. EXCLUDING STUDENTS, NUMBER OF REGISTERED

BUSINESS AND GOVERNMENT ATTENDEES WAS 695, OF WHOM

581 REQUESTED MATERIALS FROM ONE OR MORE U.S. COMPANIES.

VISITORS TO SHOW INCLUDED HEAD OF NATIONAL WATER AND

AIR POLLUTION CONTROL COMMISSION, TO WHOM SET OF

CATALOGUES WAS GIVEN FOLLOWING SHOW.

3. RESPONSE TO SHOW FAR EXCEEDED EXPECTATIONS. THIS

REFLECTS: A) GROUNDWORK LAID BY 1972 POLLUTION CONTROL

CATALOG SHOW; B) EFFECTIVE PROMOTION, WITH STRONG

ASSIST FROM USIS WITH ITS EXCELLENT PRESS PLACEMENTS,

TELEVISION COVERAGE, AND ATTRACTIVE BROCHURES AND

OTHER VISUAL PROMOTIONAL MATERIAL; C) BUSINESS RECOGNITION

OF INCREASING GOVERNMENT INTENT TO TAKE ENFORCEMENT

MEASURES IN POLLUTION CONTROL AREA.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MANILA 01191 280540Z

4. HEAVY ATTENDANCE BY FIRST-CLASS SALES PROSPECTS

POINTS UP DESIRABILITY, FOR FUTURE SHOWS, OF ATTENDANCE  
THROUGHOUT WEEK BY VISITING EXPERT. DR. SKRINDE'S  
PRESENCE WAS LONG ENOUGH TO STIMULATE ATTENDANCE,  
BUT UNFORTUNATELY TOO SHORT TO DEAL WITH THE NUMEROUS  
BUSINESSMEN LOOKING FOR GUIDANCE ON SPECIFIC MATTERS  
RELATED TO THEIR PLANNED PURCHASES OF POLLUTION  
CONTROL EQUIPMENT.  
SULLIVAN

NOTE BY OC/T: (#)AS RECEIVED.

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 28 JAN 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975MANILA01191  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750030-0909  
**From:** MANILA  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1975/newtext/t19750115/aaaaamsm.tel  
**Line Count:** 70  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** KelleyW0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 28 APR 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <28 APR 2003 by JonesKG>; APPROVED <18 FEB 2004 by KelleyW0>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** POLLUTION CONTROL CATALOG SHOW: PRELIMINARY REPORT  
**TAGS:** BEXP, RP  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006